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hen Mark W. Foster entered the trade show exhibit business 15 years ago, he discovered that many Front Range businesses were forced to turn to out-of-state companies for their trade show exhibit needs and set out to change that.

"Businesses demand adherence to critical timelines, excellent project management and strict compliance to budgets. I wanted to offer that combined with the personal attention a smaller company can give its clients," says Foster. Since he took over as president ten years ago and company owner three years ago, Foster has helped keep much of the trade show and corporate events marketing business that was leaving Colorado. By focusing Condit's staff to develop creative, affordable solutions, Foster grew the company's revenues by a factor of four.

Today, changing economic conditions are forcing businesses to increasingly justify their marketing expenditures. Foster has responded by keeping Condit Exhibits a flexible, nimble company that can rapidly accommodate the needs of its customers.

"People call us with impossible tasks and we get them done," says Foster. "That's what our customers value most from us. There are more than 1000 suppliers in the country that build booths, but few, if any of them, can do it with the speed and quality of blending all client requirements into a successful exhibit experience."

Condit has thrived in a climate of decreasing trade show expenditures by focusing less on acquiring new customers for the traditional tasks of building, maintaining and renting booths and displays, and more on helping existing customers measure the return on their exhibition investment.

Instead of talking about building new exhibit booths, Condit first helps clients understand how their exhibit dollars are being spent and what they should expect from their investment. By integrating affordable, off-the-shelf technology, Condit is able

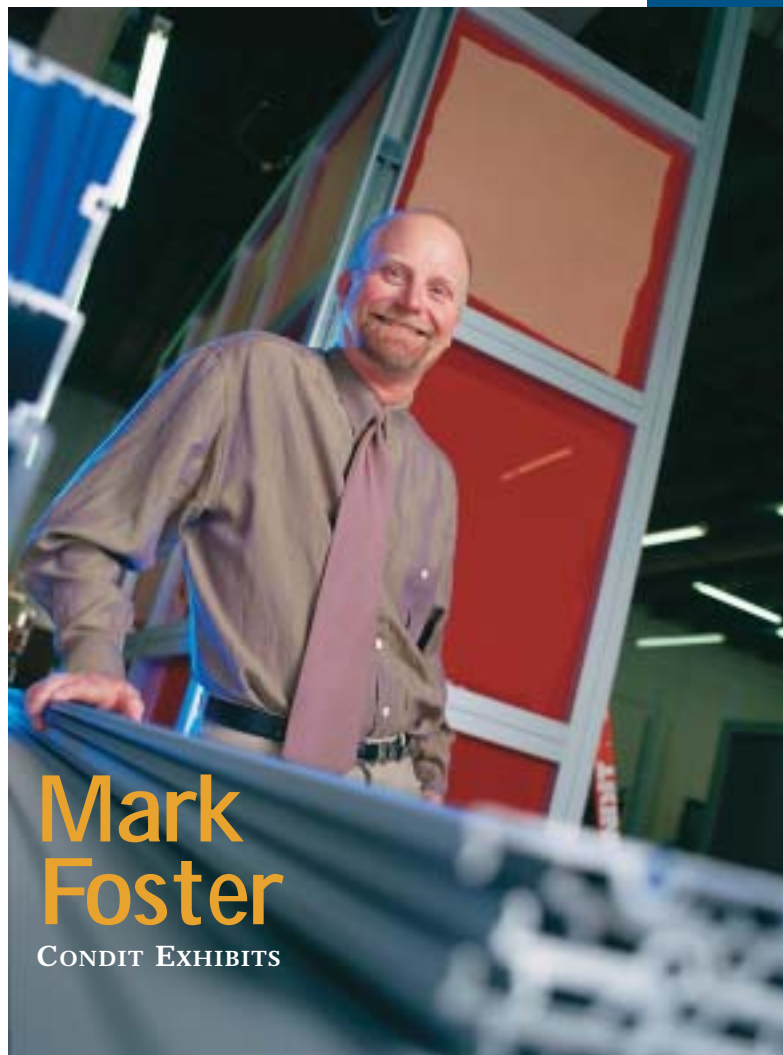
to help their customers precisely track and measure sales created as a result of trade show events.

"When we can show the CFO of an organization a spreadsheet that says they spent a little bit of money

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and got back a whole lot more in return, we feel good that we can make a real impact to the bottom line," Foster says. And the same goes for trade show expenditures that aren't producing sales results. "We like to be able to help clients make decisions to not spend money on things that don't produce results." Foster's approach has kept the sixty year-old company relevant in the eyes of its customers. Not an easy task,

nor one without risk or challenge. But then again, the Harley Davidson-loving Foster has never taken the easy road.



**Mark
Foster**
CONDIT EXHIBITS